

to firms as well and spoke with a woman by the name of Julie Akerman. Julie would like to help put together a Strategic Plan, which the marketing firms will need to base their proposals from, and Steve mentioned that the committee will meet with Julie on Thursday to create a scoring grid to help choose a firm and begin to prepare a plan. Grace would like all of the firms that they have been in contact with to present their proposals to the committee and then present to the Board; although a consistent plan with the VAC's stated goals & objectives should be presented to the firms prior to the proposal so that they can all present comparable proposals. The first step will be to decide on a marketing budget. Mike will give the marketing committee the complete budget and the committee will approach the Board with a proposed percentage to contribute to the marketing firm (The Board will need to approve amount to spend). The second step will be to create a one-pager to distribute to the marketing firms for preparation of the proposals. Julie can meet with the marketing firms, and once a budget has been formed, Julie can present to the Board in possibly April. Cheryl will e-mail the scoring grid used by the CBID to Steve.

- ii. The US Airways editorial was distributed to the Board for review and has been sent to print.
- b. **Beautification/Outreach:** The committee did not meet; however, Toni asked about the progress of the Wastebusters project. Melissa will send the logo to Wendy and be in touch with her regarding any other required details to move the project along.
- c. **STP Liaison:** Stuart was not present; however, he asked that Steve speak on his behalf. Stuart is attempting to work with a few ranchers to put together a ranch tour (organic farming), but has not yet heard back from them. Steve has put together a Kayak Scavenger Hunt (sea glass, etc...) as a potential activity.

#### 7. Action/Discussion Items:

- a. **Approval of Reappointment of Members (Carol Kramer, Toni LeGras, Grace Lorenzen, Mike Hargett, and Cindy Walton):** Steve Hennigh made a motion to confirm the reappointment of the following members: Carol Kramer, Toni LeGras, Grace Lorenzen, Mike Hargett, and Cindy Walton to continue to serve on the Visitor Alliance of Cayucos Board for the remainder of their terms. Jay Patel seconded the motion; motion carried unanimously.
- b. **Sunset Savor 2013 Adventure Tour Opportunity:** The CBID will once again sponsor the Hearst Castle Reception. Also discussed was the representation of the local regions as the VCB is interested in holding more Adventure Tours in the CBID Region in an attempt to bring more visitors to the area on Thursday night as well as Friday and the weekend of Savor. The Hearst Castle Reception will be held on Thursday while the Adventure Tours will be held on both Thursday and Friday. The VAC is once again being offered the opportunity to host the Abalone Farm Tour, which will take place on Thursday. The cost to the VAC for sponsorship would be \$1,700 for 50 attendees; however, if not all regions agree to do an Adventure Tour, the cost could go up to \$3,000. Cheryl will look into having a bus pick up visitors in downtown Cayucos and drop them back off in the same location so that they can spend time in the downtown area. An idea was brought up about creating another tour in Cayucos on Friday. It was also mentioned that a STP card should be dropped in the participant's bags.
- c. **Countywide Research Findings:** Cheryl shared that the SLOVCB hired Strategic Marketing Group to do a Countywide Research report, which includes information regarding Visitor Behavior, Future Travel, and Recommendations, Awareness and Perceptions of SLO County, Branding, and Respondents Profile. The report is about 65 pages and is available on the members' site ([www.winecoastcountry.com/members](http://www.winecoastcountry.com/members)) under "Resources". Cheryl will e-mail the report to Melissa and she will forward on to the Board.